



Europress Group

St Petersburg

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Index

1. History
2. General information
3. The Europress idea
4. Organization
5. Europress in Russia

- Europress was founded in Finland by Matti Turunen in 1977
- Total of 150 employees in 2012
- Established own companies in:
 - Finland, Europress Group Oy 1977
 - Sweden, Europress AB 1996
 - Norway, Europress AS 2001
 - Estonia, Europress OU 2004
 - Russia, OOO Europress 2009
 - Denmark, Europress ApS 2011



History

- First own factory in Finland was opened 1984
- In to a top modern factory in August 2009
- Produces about 850 compactors / 2012
- Max. capacity about 1500 compactors / year
- The whole production process is done in own factory at Kerava, Finland
 - Our own products are marked with the Finnish Key flag
 - Our production and factory is ISO-140001 certified



■ Structure

- Europress Group Oy is privately owned
- Total of 19 shareholders in company
- Founder Matti Turunen and his family has over 50% of shares
- Rest is distributed to key persons working in the company

■ Owners vision

- “As a partner, Europress is the leading developer in Northern Europe and Russia of recycling, and waste management concepts for trade, industry and public sector. Europress will always offer our customers the best overall solution when they chose waste handling machines and solutions.”

■ Economy

- Company has solid economy and zero debts
- Turnover 2010 was ca. € 25 million and 2011 ca. € 28 million
- Company has a goal of minimum 10% year growth
- Europress has the highest AAA-credit rating at Dun & Bradsreer



The Europress idea

Our target is to optimize the customers total solution. This is possible only by using the best equipment available. Through the best machines the customer can control other parts of the "cost pie".

General



Europress



The Europress idea

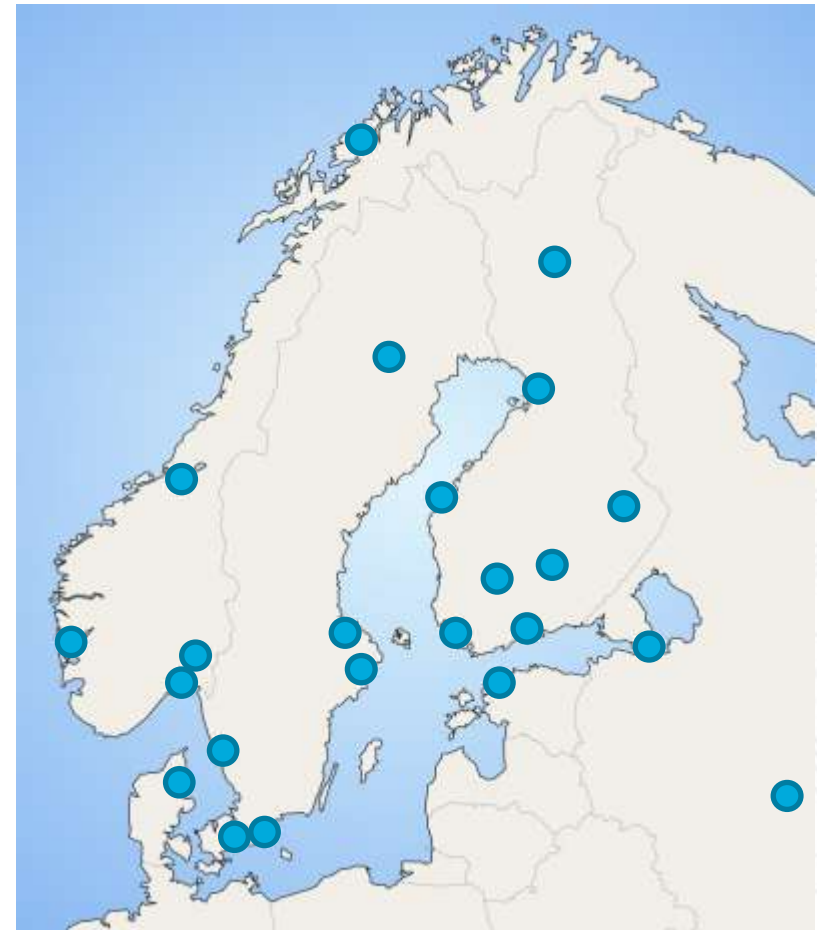
- New generation smart compactors
- Have features like:
 - Machines are more efficient (better filling weights)
 - They save operators time and reduce the need of spare parts (smart control)
 - More silent due to a smart turn-around control
 - Equipped with wireless GPRS-modem for remote service and check-up (pin code support available for SIM card)
 - In addition to traditional full alerts, machines can answer SMS fill-level queries and send various status alerts
 - Equipped with smart error-correcting software to reduce service visits (and cost)

Organization

Europress has own sales and service organizations in Finland, Sweden, Norway, Denmark and Russia.

Sales organizations consists in five countries of some 25 skilled employees with the best knowledge about the waste management within our markets.

Service and maintenance department consists in five countries of some 35 service technicians. They all have been thoroughly trained and have each access to own workshop, where they can perform all kinds of repairs, modifications and restorations.



- The company was registered in late 2008 and it started in 2009
- First in St Petersburg and after couple of years also in Moscow
- Today:
 - 3 in Sales (2 in StP and 1 in Moscow)
 - 2 in Service (2 in StP) + some sub-contractors
 - 2 in back-office
 - Need to recruit more in sales and in service

Why in St Petersburg and in Moscow?

- Approx. 6,5 million persons in St Petersburg area
- Lot of Finnish companies in St Petersburg > easier to access in market as a Finnish company
- Short transportation distances to St Petersburg
- Approx. 20 million persons in Moscow area
- Both cities has lot of retail stores > Europress main customer group

The biggest challenges in Russian markets

- Recruitment
- Customer contacts
- Price competition
 - Local and other East European products against Finnish products
- Only cash purchases, not leasing, and long terms of payment
- Corruption
- Difficult to canvas the markets
- Undeveloped infrastructure in regions and long distances outside cities
- Agreements and authorities and procedures
- Customs

To succeed when entering Russian markets you need to:

- Have a solid economy
- Know local law and business culture
- Know the language
- Recruit the correct persons
- Be patient
- Land of opportunities